

*Ans
cont.*

14. (New) The system of claim 13, wherein the computer network is the Internet.

REMARKS

Claim 1, as amended remains in the application. New claims 2-14 are added. Applicants submit that the claims currently pending in this application are patently distinguishable over the cited references, and reconsideration and allowance of this application are respectfully requested.

The disclosure was objected to because the appendices were not in proper format. Appendix A and appendix B were modified, the drawings are taken out from the appendices and are added to the drawings as FIGs. 3-8, a copy of which is enclosed. Figure 1 of Appendix A is now FIG. 3, figures 1, 6.1, 6.2, 6.3, and 6.4 of Appendix B are now FIGs. 4-8, respectively. No new matter is added.

Consequently, it is respectfully requested that the above objection be withdrawn. Claim 1 was objected to because the "IPG" should be replaced by "EPG," to be consistent with the specification. Claims 1 is amended to overcome this objection and therefore, it is respectfully requested that the above objection be withdrawn.

Furthermore, a Summary of the Invention section paraphrasing the original pending claim 1 is added to the specification. A similar Abstract is also added. No new matter is added.

Claim 1 was rejected under 35 U.S.C. § 102(b), as being anticipated by Alten et al.. Independent claims 1 and 4 include, among others, the limitations of "storing information regarding advertisements to be displayed on the EPG including predetermined payment rates for advertisements; determining distribution of the advertisements based on the stored information," independent claims 2 and 5 include, among others, the limitations of "storing information

regarding advertisements to be displayed on the EPG including memory requirements for storage of the advertisements at the EPG location; determining distribution of the advertisements based on the stored information," and independent claims 3 and 6 include, among others, the limitations of "storing information regarding advertisements to be displayed on the EPG including television programs broadcast about the time of an advertisement display; determining distribution of the advertisements based on the stored information."

Independent claims 7 and 11 include, among others, the limitations of "storing in a database information about advertisements to be displayed on the EPG including information about display terms; receiving an instruction in information packets by a viewer's television for the EPG to display a particular advertisement when a specified condition is met; displaying the particular advertisement responsive to the received instruction when the specified condition is met."

In contrast, Alten discloses an electronic program schedule system which includes a receiver for receiving television program schedule information and promotional information, a digital playback system for storing the schedule and promotional information and formatting pages of the information, and a cable television channel modulator for modulating the pages of information onto a cable television system. A portion of the program schedule information is then displayed with the promotional information.

However, Alten does not disclose, neither does it suggest, storing information including predetermined payment rates for advertisements; storing information including memory requirements for storage of the advertisements at the EPG location; storing information including television programs broadcast about the time of an advertisement display; or determining distribution of the

advertisements based on the stored information, as required by independent claims 1-6. Furthermore, Alten does not disclose, neither does it suggest storing in a database information about advertisements to be displayed on the EPG including information about display terms; receiving an instruction in information packets by a viewer's television for the EPG to display a particular advertisement when a specified condition is met; or displaying the particular advertisement responsive to the received instruction when the specified condition is met, as required by independent claims 7 and 11.

In view of the foregoing amendments and remarks, it is submitted that this application is in condition for allowance, and accordingly, reconsideration and allowance of this application are respectfully requested.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

Respectfully submitted,

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the Specification:

Paragraph currently at Page 2, Line 3:

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows the screen of an Interactive Electronic Program Guide; and

Paragraph currently at Page 2, Line 21:

- 1.) Type of Advertisement;
- 2.) Placement/Location on the Display Device;
- 3.) Proportional "Size" of the Advertisement;
- 4.) Time Duration for Each Display of a Particular Advertisement;
- 5.) Expansion Specifications;
- 6.) Access Relationship to Advertising Target Specifications;
- 7.) Display Relationship to Viewer Profile Information and Characteristics;
- 8.) Scheduling Specifications;
- 9.) Ad Creative Elements;
- 10.) Ad Interactivity

Paragraph currently beginning at Page 3, Line 27:

- 1.) Type of Advertisement

The type of advertisement considers, among other things, what is being advertised. That is, is whether a product is being advertised, or is whether a future television program is being advertised, etc.

The type of advertisement also considers the format of the particular advertisement . A particular EPG system can display advertisements in a number of ways, in different area areas of the EPG display, and at different locations within the EPG operation. For instance, an EPG, such as Gemstar's Guide 98, provide provides an EPG Grid Guide display that presents the Grid Guide for program selection in one fixed portion of the display monitor's screen. The example exemplary EPG displays the real-time video of the current television program in a PIP (Picture-in-Picture) Window (also referred to as a PIG (Picture-in-Guide) Window). ~~See for example, as shown in Figure 1 3 on page 3 of Appendix A attached hereto.~~ In other fixed display window locations, the EPG displays what are referred to as panel ads. Within the television program listing of the Grid Guide, the EPG can display what are referred to as channel ads. ~~For Figure 3 illustrates examples of each of the above-described screen elements, see Figure 1 on page 3 of Appendix A attached hereto.~~

Paragraph currently beginning at Page 4, Line 28:

2.) Placement/Location on the Display Device

The present invention provides the EPG administrator with the option of charging different amounts for advertisements depending upon the placement and location of the advertisement in the EPG display.

For instance, the EPG administrator can charge more money for a particular time slot for the Panel Ad that is located as seen in ~~Figure 1 on page 3 of Appendix A~~ Figure 3 directly below the PIP

Window (Panel Ad # 1) than for the Panel Ad located at the bottom left corner of the screen (Panel Ad #2).

Paragraph currently beginning at Page 6, Line 12:

3.) Proportional "Size" of the Advertisement

The present invention allows the EPG administrator to charge an amount dependent upon the proportional size of the advertisement to be displayed as compared to the entire display area available on the viewer's display device. The size of the advertisement can be defined by the number of "pixels" required to display the advertisement. In one embodiment of the present invention, different advertisement types are of fixed size. In such an embodiment, the proportional size billing factor is not typically used. However, in other embodiments, advertisement types can differ in size. For instance, consider Panel Ad #1 ~~is shown in Figure 1~~ ~~3~~ on page 3 of Appendix A. Panel Ad #1 could be shared by two or more advertisers. The present invention provides the EPG administrator to bill according to the relative size of each ad displayed within the Panel Ad # 1 Window.

Paragraph currently beginning at Page 7, Line 24:

5.) Expansion Specifications

Advertisements can be expanded to provide the viewer with additional information about the advertised product or program. The viewer uses the EPG to request the additional information. For instance, the viewer can select an information icon on the advertisement display using the viewer's remote control device. The additional information can be displayed on some portion of the display screen such as, for example, in the information box ~~(see Figure 1 on~~

~~page 3 of Appendix A)~~ as shown in Figure 3. More than one level of additional information can be available for display by the EPG. Alternatively, the additional information can include functions for recording or tuning to a particular program, as described in section 1.3.2.3 of Appendix A. The present invention allows the EPG administrator to charge the advertiser for the additional information that must be stored to accompany the advertisement. In a Distributed embodiment of the invention, the EPG administrator can also charge the advertiser for actual viewer accesses to the additional information.

Paragraph currently beginning at Page 13, Line 3:

10.) Ad Interactivity

Advertisements displayed in the EPG can provide interactivity with the Television television and the video recorder. For instance, "Tune-in" Ads allow the viewer to tune directly to a show in progress from a highlighted ad block if the ad block has program information associated with it. Typically, the viewer selects the program for tuning by using the viewer's remote control device. For instance, the viewer can press the remote control enter button while a Tune-in Ad Block is highlighted.

In the Claims

1. (Amended) A computer system for managing advertisements for use in an interactive electronic television program guide (IPGs) (EPG) comprising:

means for storing information regarding advertisements to be displayed on IPGs the EPG including ~~one or more of the group of:~~ ~~times of day of ad display, duration of ad displays, location of ad displays, days of week of ad displays, television programs broadcast~~

~~at or about the time of ad display; rotation rate for ads, number of ads being rotated with the ad, memory required for storage of ad at IPG location, predetermined payment rates for ads advertisements;~~

means for calculating the distribution of the advertisements based on the information stored in said means for storing; and

means for distributing advertisements to IPGs the EPG based on the output of the means for calculation.